



The story-book finish to baseball's first 100 years was written by the National League's New York Mets, who rose from an eight-year rag-tag existence as perennial cellar dwellers to 1969 World Series champions. That victory gave professional baseball a sorely needed boost at a time when the number-one national pastime seemed on the verge of losing that status to pro football. And it undoubtedly en-

hanced the asking-price for coverage of major-league baseball games: Broadcasters in 1970 will be paying \$38.09 million for those rights, almost \$1 million over 1969. Among the celebrants in the Mets' locker room were (l-r) Bud Harrelson, New York Mayor John V. Lindsay (who rode the Mets victory crest to a second term in office), NBC sportscaster Lindsay Nelson, Ron Swoboda and Rod Gaspar.

Baseball rights nudge \$39 million

Record set despite Senators' holdout on home TV and Pilots' shaky state; Dodgers tops with \$1.8 million

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There was a time when peanuts were synonymous with baseball. But it would be hard to convince the broadcasters of 1970 of that, as they get ready to pay the largest tab ever for major-league radio-TV rights.

Grim predictions of a recession this spring have done nothing to keep the total rights figure from rising to at least \$38.09 million, almost \$1 million over the 1969 total. Settlement of an impasse in Washington between TV and the local club could raise those figures at least \$200,000.

Baseball, like all professional sports, counts heavily on the broadcast revenue to finance geographic expansion, budget increases and now the extension of its season further into football time. So far it has worked, and the best example of that is the Los Angeles Dodgers,

who deserted the competitive confines of the New York area 13 years ago. The Dodgers now command the highest price ever for radio-TV rights of a single club—\$1.8 million.

There is a certain ambivalence about the attitude of major-league spokesman as baseball enters its 101st year.

On one hand, baseball officials are confident that the coming season will be a "boom year," just as last year was because of the institution of divisional playoffs, which sustained greater interest in September.

Some advertising-agency people feel that the underdog New York Mets' win in the World Series last year made advertisers much more aware of baseball and its advertising potential.

On the other hand, there are still a lot of unsold commercial minutes on

the almost 1,000 radio and TV stations covering the 24 teams of the American and National leagues, with exhibition season just a month away.

Seattle, Washington and Montreal still are without local television stations. The Montreal situation is optimistic, though—a contract is expected within the next few weeks, and sponsors are reportedly eager to sign up. "Montreal did well even with a makeshift park last year," says Joe Reichler, of the baseball commissioner's office, "and they'll build a dome some time in the future." An estimated 35% of the total Canadian television audience watched the Expos in 1969, a strong showing for an expansion team.

The Seattle Pilots, another expansion team, however, fared poorly at the box office in 1969, and the franchise may

be moved to Milwaukee or Dallas/Fort Worth. Feb. 7 was the deadline for Seattle to show evidence of \$9-million worth of support for the team.

The Washington Senators' problem appears to be the owner's insistence on telecasts of road games only, claiming that home telecasts cut into the gate receipts. The claim is made despite the fact that the Senators last year had the largest home attendance since 1946. The Washington TV stations reportedly do not want to pay the rights costs for away games only.

The San Diego Padres, another 1969 expansion team, at least have radio and television coverage lined up, but all of the TV time and five-sixths of the radio time remain unsold so far. "San Diego is an enigma," said Mr. Reichler. "They have a brand new stadium, but they just didn't draw."

The fourth expansion team last year, the Kansas City Royals, seems to have no trouble either with broadcast sponsorship or stadium spectators, and with a new stadium expected to be finished there shortly, the outlook for 1970 is good. Philadelphia, Pittsburgh and Cincinnati will also have new stadiums this year, and Cincinnati has been selected as the site for the July 14 All-Star game.

In New York City, alone, the situation provides a contrast. The world champion Mets, for the first time in their eight-year existence, have their broadcast coverage completely sold out a month before the season opens. The Yankees flagship station, WPIX(TV), on the other hand, has cut back on the number of games broadcast from 105 to 86 and faces a serious selling problem.

Baseball officials are taking all possible steps to insure that baseball will be more exciting on radio-TV. Lowering the pitcher's mound and setting up a playoff system last year had satisfactory results, as far as the commissioner's office is concerned, and the teams will experiment with a livelier ball in the exhibition season in an effort to "get more action" into the game. Commissioner Bowie Kuhn was scheduled to reveal some other minor changes Friday (Feb. 6). The officials are very conscious of competition for broadcast time from other sports that by nature are more lively and exciting, and will no longer rest on tradition to attract viewers.

Unlike officials in other sports, baseball leaders do not insist on local blackouts of home games. "Television tends to create fans, especially among women," Mr. Reichler reported, citing increased stadium attendance of women in recent years.

"Televising night games may have hurt the box office a little, because of

traffic and the late hour," he said, "but more fans are created than stay away." The minor leagues do suffer badly, he acknowledged, because fans stay home to watch the big leagues on TV.

The commissioner's office will collect \$16 million from NBC-TV this year for the *Game of the Week* Saturday telecasts. About \$5.5 million will be allocated to the players' pension fund, and the remainder will be split among the teams.

The grand total of rights paid to the teams from local stations is \$22,090,000. The combined network and local total—\$38,090,000—is \$900,000 more than 1969 receipts.

NBC is in the second year of a three-year, \$49.5-million contract. The network will pay \$16 million this year with the \$18-million balance due in 1971. NBC will televise 25 Saturday-afternoon games starting April 11, plus three Monday night games, the All-Star game at night July 14, division playoffs Oct. 3, and the World Series starting Oct. 10.

A pregame show is still in doubt, and postgame shows will be broadcast only if the network needs to fill time before its next presentation. A half-hour pre-



It's almost inevitable that a man's past will catch up with him. But when it happens to sportscaster Lou Boudreau on July 27, it will be a pleasant experience. On that day the former all-time great shortstop and manager will forego his baseball announcing chores for WGN Chicago to be inducted into the Baseball Hall of Fame at Cooperstown, N.Y. Mr. Boudreau is part of the team that handles the Chicago Cubs play-by-play. He has been with WGN since 1957. Interviewing Mr. Boudreau is Vince Lloyd (r.), also of WGN.

game show is scheduled before the All-Star game.

Curt Gowdy and Tony Kubek will return as announcers for the nationally televised games, and Jim Simpson and Sandy Koufax will call the back-up game transmitted into the home cities of the teams in the national game. The network also expects to sign former Yankee star Mickey Mantle to assist

on some of the National and American league telecasts.

NBC is asking for \$32,000 a commercial minute, for a regular-season package, the same price as last year, and \$90,000 a minute for the World Series. "The salesmen have only been out a few weeks," a spokesman reported, and are not worried about selling off the time.

Phillips Petroleum, through J. Walter Thompson Co., and Uniroyal, through Doyle Dane Bernbach, have already committed themselves to baseball sponsorship on network TV. Sears, Roebuck & Co. through J. Walter Thompson, Co. has joined the regular-season advertisers for the first time. (A Sears rival, Montgomery-Ward, is a local advertiser in Chicago Cubs games on WGN.)

Chrysler Corp., through Young & Rubicam, and the Gillette Co., through BBDO, two steady advertisers on network baseball in the past, are expected to return, after reportedly waiting to see what happened with the football contracts before allocating their budgets for the year.

Daytime baseball games on NBC-TV averaged an 8.5 national Nielsen rating in 1969, up 1% over 1968. The night games' average went up 14% to 12.2.

Following is a rundown city-by-city of the radio-TV plans of each major-league teams. The pregame and postgame sponsorships listed are in addition to the play-by-play sponsors shown in the charts on pages 30 and 31.

AMERICAN LEAGUE EAST Baltimore Orioles

WJZ-TV Baltimore will again originate coverage of the Orioles, telecasting 52 ball games. These will include 45 regular season road games, six regular season home games and one exhibition contest in Baltimore. A total of 33 of the TV games will be night affairs. A regional network of four TV stations has been arranged. On the radio side, WBAL-AM-FM Baltimore will again broadcast the Orioles regular season games plus 12 exhibition games. Handling the TV-radio play-by-play and pregame and postgame shows will be the Orioles' Chuck Thompson, Bill O'Donnell and Jim Karvellas. John Kennelly of WJZ-TV sports will announce for that station's warmup and wrapup programs.

Boston Red Sox

WHDH-AM-FM-TV Boston again will originate coverage of a full schedule of 162 regular season and 10 exhibition games for the Boston Red Sox in 1970.

WHDH-TV will feed the games to six other TV outlets in New England which will telecast all or part of the

American League—East

Team	1970 Rights	1969 Rights	Television	Radio	Sponsors & Agencies
Baltimore	\$775,000	\$750,000	WJZ-TV	WBAL	Aamco Transmission Co. (Silby) part; Equitable Trust Co. (Finn) $\frac{1}{2}$ inn.; Gillette Foamy (BBDO) part.; Hutzler's Dept. Stores (Cohn, Avis-Gerard) part.; National Brewing Co. (Doner) $\frac{1}{2}$ inn.; Pepsi-Cola Bottlers (Allegheny) 1 inn.; Sun Oil Co. (Esty) $\frac{1}{2}$ inn., all TV, Allegheny Pepsi-Cola Bottling Co. (Allegheny), Atlantic-Richfield (NH&S), Baltimore News-American (Doner); Central Savings Bank (Doner), Commercial Credit Corp., (Doner), Equitable Trust and First National Banks for Bankamericard (Doner), Maryland Co-operative Milk Producers, Suburban Club Beverage (Torrieri-Myers), Utz Potato Chips (Torrieri-Myers), all participating on radio.
Boston	700,000	690,000	WHDH-TV	WHDH	F&M Schaefer Brewing Co. (BBDO) $\frac{1}{2}$ TV. Other TV and all radio sponsors not signed yet.
Cleveland	800,000	750,000	WJW-TV	WERE 25	Union Oil-Pure (Burnett) $\frac{1}{2}$, Stroh Brewing (DDB) $\frac{1}{2}$, both radio. Stroh Brewing (DDB) $\frac{1}{2}$ TV; remaining time open.
Detroit	1,100,000	1,000,000	WJBK-TV 7	WJR 32	Stroh Brewing (DDB) $\frac{1}{2}$, National Bank of Detroit (Burton Sohigian) $\frac{1}{2}$, Buick Dealers (M-E) $\frac{1}{2}$, all radio. Pabst Beer (K&E) $\frac{1}{2}$, Sun Oil (Esty) $\frac{1}{2}$, R. J. Reynolds (D-F-S) $\frac{1}{2}$, Allstate Insurance (Burnett) $\frac{1}{2}$, A. C. Sparkplug (Burnett) $\frac{1}{2}$, all TV.
New York	1,500,000	1,500,000	WPIX-TV 5	WHN 38	No sponsors set.
Washington	165,000 (Radio only)	350,000	Not set	WWDC AM-FM	No sponsors set.

American League—West

California	1,000,000	950,000	KTLA-TV	KMPC 20	Busch Bavarian Beer (Gardner) $\frac{1}{2}$ TV; Allstate Insurance (Burnett) $\frac{1}{2}$ TV; Volkswagen Pacific (DDB) $\frac{1}{2}$ TV; $\frac{1}{2}$ TV open; Standard Oil of Calif. (BBDO) $\frac{1}{2}$ radio; Anheuser-Busch for Busch Bavarian Beer (Gardner) and Budweiser (D'Arcy) $\frac{1}{2}$ radio; Continental Air Line (NH&S) $\frac{1}{2}$ radio; Lorillard Corp. (FC&B) $\frac{1}{2}$ radio.
Chicago	1,400,000	1,400,000	WFLD-TV	WMAQ 90	General Finance Corp. (P-K-G) $\frac{1}{2}$, G. Heileman Brewing (M-E) $\frac{1}{2}$, Zenith Distributing (InterOcean) $\frac{1}{2}$, all radio. Meister Brau Beer (MJ&A) $\frac{1}{2}$ TV; remaining time open.
Kansas City	650,000	650,000	KMBC-TV	KMBZ 50	Schlitz (Majestic) $\frac{1}{2}$, Skelly Oil (Bruce Brewer) $\frac{1}{2}$, Guy's Foods (Barickman & Selders) $\frac{1}{2}$, all radio. Schlitz (Majestic) $\frac{1}{2}$ and R. J. Reynolds (D-F-S) $\frac{1}{2}$, both TV; remaining time open.
Minnesota	700,000	650,000	WTCN-TV 17	WCCO 100	Midwest Federal Savings & Loan (M. R. Bolin) $\frac{1}{2}$, Northwest Heating (Iff) $\frac{1}{2}$ inn., Western Advertising (BBDO) $\frac{1}{2}$ inn., all radio. Midwest Federal (Bolin) $\frac{1}{2}$, Schmidt Beer (Burton Sohigian) $\frac{1}{2}$, Union Oil-Pure (Burnett) 1 inn., R. J. Reynolds (D-F-S) 1 inn., all TV; remaining time open.
Oakland	1,100,000	1,100,000	KBHK-TV 2	KNBR 10	Atlantic-Richfield (NH&S) $\frac{1}{2}$ radio-TV; R. J. Reynolds Tobacco (D-F-S) $\frac{1}{2}$ TV; $\frac{1}{2}$ radio open.
Seattle	750,000	750,000	Not set	KVI 50	Standard Oil of Calif. (BBDO) $\frac{1}{2}$ radio; Lorillard Corp. (L&N), $\frac{1}{2}$ radio (contingent upon franchise remaining in Seattle).

A.L. Totals **\$10,640,000** **\$10,540,000**

Rights figures are BROADCASTING estimates of net prices to teams, after talent, production and line charges if the team packages its own

games. Asterisk following the 1969 figure denotes revised rights estimate. Not included in table is NBC's payment for nationally

televised games. Originating stations for TV and radio are listed with number of stations in each network.

schedule: WWLP Springfield, Mass.; WRPI Providence, R. I.; WGAN-TV Portland, Me.; WABI-TV Bangor, Me.; and WAGM-TV Presque Isle, Me. Coverage plans by the sixth station, in Connecticut, have not been finalized.

On radio, WHDH will feed the games through the Hughes Sports Network to approximately 47 other radio stations—AM and FM.

The only TV sponsor signed so far, WHDH-TV officials report, is the F & M Schaefer Brewing Co., through BBDO, New York, which has purchased one-third sponsorship for a minimum of 59 home and road games on WHDH-TV. No contracts have been signed yet for radio sponsorship, but the games are

reported sold out.

Again handling the play-by-play on TV and radio, plus pregame and postgame shows, will be Ken Coleman, WHDH-AM-TV sports director, and Ned Martin and Johnny Pesky, also on the WHDH-AM-TV staff.

Cleveland Indians

WERE(AM) Cleveland is in the final year of its current agreement and will feed a package of 10 preseason games, the full regular season and two mid-season exhibitions to a radio network of about 25 stations. Bob Neal of WERE and Herb Score of the Indians are announcers. Final lineup of sponsors for

each game's 16 commercial minutes is not set but Union Oil-Pure through Burnett has renewed for three-eighths and Stroh Brewing (Doyle-Dane-Bernbach) has renewed for one-quarter. WJW-TV Cleveland, starting the first year of a new three-year pact, will feed a schedule of 48 games to a small regional network not set. Harry Jones and Dave Martin are the TV announcers. Stroh Brewing (Doyle-Dane-Bernbach) renews for four-sevenths of the games.

Detroit Tigers

WJR(AM) Detroit has a new contract for three years and again will feed a

National League—East

Team	1970 Rights	1969 Rights	Television	Radio	Sponsors & Agencies
Chicago	\$1,000,000	\$1,000,000	WGN-TV 17	WGN 24	Oak Park Federal Savings & Loan (Connor-Sager) ½, G. Heileman Brewing (M-E) ½, Vienna Meats (Marvin Frank) ½, Montgomery Ward (Lillienfeld) ½, Buick Dealers (North) ½, Martin Oil (Petroleum Advertising) ½, all radio. Allstate, Schlitz, (Burnett), R. J. Reynolds (D-F-S), Zenith Distributing (Intercocean), Pontiac Dealers (MJ&A), Yellow Pages (Earle Ludgin), all TV.
Montreal	500,000	450,000	Not set	Regional Networks	No sponsors set.
New York	1,350,000	1,350,000	WOR-TV	WJRZ 32	Rheingold (Y&R) Sunoco (Esty), Chase Manhattan Bank (Bates); R. J. Reynolds (Grey), Chrysler-Plymouth Dealers (Y&R), Royal Crown Cola (W-R-G), all participating on TV. Radio sponsors unable to be released.
Philadelphia	1,350,000	1,350,000	WFIL-TV 3	WCAU 24	Atlantic Richfield (NH&S) ½, R. J. Reynolds (NH&S) ½, P. J. Ballantine & Son (Grey) ½; others under negotiation, all TV. P. J. Ballantine & Sons (Grey) ½; Atlantic Richfield (NH&S) ½, others under negotiation, all radio.
Pittsburgh	450,000	450,000	KDKA-TV	KDKA	Atlantic Refining (NH&S) ½; Chrysler-Plymouth (Y&R) ½; Iron City Beer (KM&G) ½; Pittsburgh Paint (Cook-Thompson) ½, all radio. Atlantic Richfield (NH&S) ½; Pittsburgh Brewing Co (KM&G) ½; Westinghouse Broadcasting Co. ½, all TV.
St. Louis	600,000	600,000	KSD-TV 20	KMOX 100	Anheuser Busch (Gardner) ½ and Sunray DX (Gardner) ½, both radio, remaining time sold locally. Anheuser Busch (Gardner) ½ TV, remaining unsold.

National League—West

Atlanta	1,000,000	1,000,000	WSB-TV	WSB	Lorillard Corp. (L&N), Union Oil-Pure (Burnett), Coca-Cola Co. (M-E), Pabst Brewing Co. (K&E), Delta Air Lines (Burke, Dowling, Adams), Southern Cross Sleeping Products (Liller, Neal, Battle & Lindsay), Citizens & Southern Natl. Bank (Burke Dowling, Adams), Atlanta Beverage Co., Kahns Meats (McRae & Bealer), Cotton States Insurance Co., Aamco (Tucker Wayne), Post Cereal div., General Foods (B&B), all rotating on radio and TV.
Cincinnati	600,000	600,000	WLWT(TV) 6	WLW 100	Wiedemann Brewing (C-M), Goodrich (BBDO) Marathon Oil (C-E), all radio; Hudepohl Brewing (Stockton-West-Burkhart) ½, Sun Oil (Esty) ½, R. J. Reynolds (D-F-S) ½, all TV.
Houston	1,000,000	1,300,000	KTRK-TV	KPRC	Maryland Club Coffee, Food Division of Coca-Cola Co. (M-E, T-L&K), alt. ½; Joseph Schlitz Brewing Co. (Burnett) ½; Texaco (B&B), ½, all radio and TV.
Los Angeles	1,800,000	1,800,000*	KTTV(TV)	KFI 12	Union Oil of Calif. (Burnett) ½ radio-TV; Pacific Telephone & Telegraph (BBDO) ½ radio; Clougherty Packing (MJ&A) ½ radio-TV; Joseph Schlitz Brewing (P-K-G) ½ radio-TV; United Air Lines (Burnett) ½ TV.
San Diego	700,000	700,000	KCST-TV	KOGO 4	United States National Bank (Barnes-Champ/Advertising) ½ radio; remainder of radio, all of TV open.
San Francisco	1,100,000	1,100,000	KTVU-TV	KSFO 14	Union Oil of Calif. (Burnett); Phillip Morris (Burnett); Household Finance (NH&S), all part. TV. Standard Oil of Calif. (BBDO) and Pacific Telephone & Telegraph (BBDO) each ½ radio; ½ radio open.
N. L. Totals	\$11,450,000	\$11,150,000*			

Major League Totals

\$22,090,000 \$21,690,000*

radio network of 32 stations in Michigan with a schedule of five exhibition events plus regular season. Radio announcers are Ernie Harwell and Ray Lane. The Tigers club is in its sixth year of packaging its own TV schedule which this year will again include 40 games (11 home, 29 road). The TV network is to be fed by WJBK-TV Detroit and will include WKZO-TV Kalamazoo (owned by Tigers owner John Fetzer), WNEM-TV Bay City-Saginaw-Flint, WJIM-TV Lansing, WWTW(TV) Cadillac and WWUP-TV Sault Ste. Marie, all Michigan, plus, under separate agreements, WSPD-TV Toledo, Ohio and WKJG-TV Fort Wayne, Ind. George Kell and Larry Osterman are TV announcers.

The Tigers TV package includes 17 commercial units with a basic unit price of \$90,000. The club realizes a gross of about \$1 million from the TV plan but out of this pays all expenses too, leaving a TV "rights" revenue of about one-half the gross.

New York Yankees

WPix(TV) New York enters its third decade as originator of Yankee games, carrying 86 regular-season games, (as compared to 105 last year), half of which are on the road, and four exhibition games, all in color. As in 1969, a television network of five stations in New York and Connecticut will pick

up the games. WHN(AM) New York, which will be in its sixth year of Yankee broadcasts and the last year of a three-year contract, is still negotiating its game schedule with the team. A radio network picking up 38 stations in New York, Connecticut, Pennsylvania and New Hampshire remains virtually the same as last year. Marv Albert, WHN sports director, will handle the pre- and postgame show chores on *Warm Up* and *Scoreboard*, each 15-minutes. No pre- or postgame programs have been planned for TV. Frank Meser and Phil Rizzuto, veteran Yankee announcers, will continue to call the games on radio and TV, with a third announcer, replacing Jerry Coleman,

to be named shortly to the team of sportscasters.

Washington Senators

The Senators of last year did much to remove a tarnish of many decades from their playing image. And the new shine has moved sophomore owner Robert Short to assess the new glitter to mean he has jewels on the TV bargaining counter. The trouble is that the broadcasters don't entirely share his view.

Mr. Short contends he was offered "about the same deal as last year," which moved him to threaten to go to the FCC if no TV station comes up with the right offer. The club owner feels it a civic responsibility of TV to carry the games.

Mr. Short also wants one change in last year's TV setup: elimination of the telecasts of home games. He maintains the 11 home telecasts by WTOP-TV Washington in 1969 hurt the gates for those games.

WTOP-TV still holds first rights on telecasting the Senators but WDCA-TV and others were doing some cautious talking. Radio, however, has been finalized with WWDC-AM-FM Washington to carry all 162 games and 32 preseason exhibition games. A regional network of over 20 other radio stations is in the works. Back this year will be Shelby Whitfield, announcer for the Senators, and Ron Menchine, announcer for WWDC. A 10-minute pregame show will be handled by Johnny Holiday.

AMERICAN LEAGUE WEST California Angels

Last season the slumping Angels played more with dirty faces than with halos around their heads. And now they have to pay the piper at least on TV by suffering advertiser reluctance in sponsoring Angels activities. KTLA(TV) Los Angeles will provide TV coverage for the seventh consecutive year. A total of 30 games, all in color, have been scheduled for telecasting—25 of them regular season contests. Last season there were 24 telecasts during the season and six exhibition games for the same total of 30. Sunday telecasts will be presented 12 times during the season. At least one TV game will originate from each of the American League cities. The KTLA telecasts will be preceded by a half-hour pregame *Warmup* show and each will be followed by an *Angel Wrapup* program. So far, only Household Finance Corp. (through Needham, Harper & Steers), has been sold a rotating sponsorship in the wrap-around programs. Also, one-quarter of the commercial time on the telecasts of play-by-play is still unsold. KMPC-

(AM) Los Angeles, the radio outlet of the Angels since the team came into existence in 1961, has set up a schedule of all 162 regular-season broadcasts and 23 exhibition games. The good news for KMPC is full renewal by all play-by-play sponsors of last season Angels broadcasts this season. One, Standard Oil, has been with the Angels from the beginning. KMPC broadcasts will be carried on a regional network of 20 stations that includes four outlets in Arizona and one Nevada station. Calling the action on both radio and TV will be the team of Dick Enberg and Don Wells. Mr. Enberg joined the Angels announcing staff last year, while Mr. Wells has been a voice for the team since 1961. Dial Finance Co., (Marvin H. Frank Co.), Langendorf United Bakeries, (Young & Rubicam), and Volkswagen Pacific Inc., (Doyle Dane Bernbach) are sponsors of pregame and postgame shows on KMPC on a rotating basis. The radio station also is introducing a new pre-pregame show of 10-minutes during which listeners phone-in questions to sports celebrity guests. Sears, Roebuck & Co., via Star Advertising, will sponsor the program from the start of the exhibition season until the end of the regular season.

Chicago White Sox

WMAQ(AM) Chicago again will feed a radio package of 14 exhibition games plus regular season to a regional network of about 90 stations put together by General Finance Corp. (through Post-Keyes-Gardner) which takes one-third sponsorship. Radio announcers are Bob Elson and Red Rush. WFLD-TV Chicago is in the third year of its big five-year agreement (at nearly \$1 million a year) and will air 135 regular season games. A regional network is possible, partly dependent upon whether the Seattle Pilots move to Milwaukee. TV announcers are Jack Drees and Mel Parnell.

Kansas City Royals

An experienced packager, Majestic Advertising of Milwaukee, is handling the Royals for the second season there. The TV package will include 26 road games for a regional network (not yet set) to be fed by KMBC-TV Kansas City. The radio package will be fed by KMBC(AM) Kansas City to about 50 stations in a six-state area. Radio schedule includes 14 preseason games plus regular season games. Announcers for both radio-TV are Buddy Blattner and Dennis Matthews. Pregame and postgame features on the radio network have been sold to Milgram Stores through Bernstein/Rein & Boasberg.

Minnesota Twins

Broadcast rights for five years have been picked up by Midwest Federal Savings and Loan, replacing Hamm's Beer which had held them for a number of years. Midwest through M. R. Bolin Advertising takes one-third sponsorship on WCCO(AM) Minneapolis-St. Paul which will feed a broad regional radio network of more than 100 stations for regular season plus about 10 exhibition events.

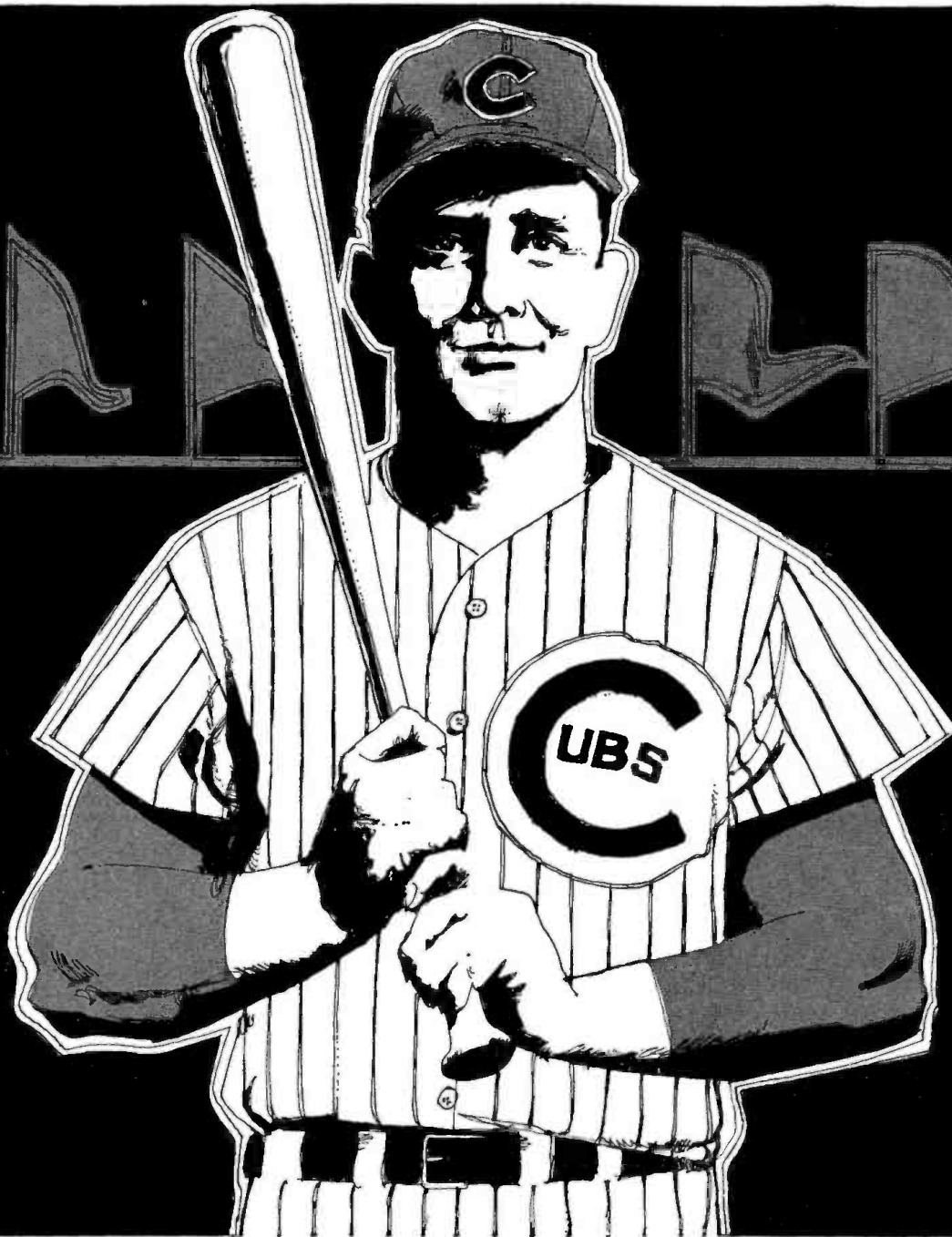
Midwest will also sponsor one-third on WTCN-TV Minneapolis-St. Paul which will feed a package of 50 games (four home, 46 away) to a regional TV network of 17 stations. Sponsors buy WTCN-TV and get the network as a bonus. Halsey Hall, Merle Harmon and Frank Buettel will be the TV announcers. Herb Carneal will do radio.

Oakland Athletics

The colorful Charley O. Finley's Athletics, now in a third year in Oakland, are still struggling for advertiser support on radio and TV. Back for the third year each on KNBR(AM) and KBHK-TV, both San Francisco, the A's should be thankful for Atlantic Richfield Co. which is committed to sponsorship of the club on radio and TV for a five-year term (two years after this one remaining). KBHK-TV, the Kaiser Broadcasting's UHF station in the Bay Area, will televise 25 regular season road games, all in color. The station is watching the Seattle baseball franchise. If that club moves to Minneapolis or Texas it could change KBHK-TV's baseball schedule in that the station is set to carry three games from Seattle. But even if Seattle is no longer in the league, KBHK-TV will televise a total of 25 games.

There are two pregame and one postgame shows on TV. Sealy Mattress Co., through San Francisco agency Bernard B. Schnitzer Inc., is a participating sponsor both before and after play-by-play telecasts. The games will be fed by KBHK-TV to stations in Sacramento and Reno. A Fresno feed, carried last season, has been dropped. KNBR will broadcast a total of 191 games, including a full slate of 29 exhibition contests.

There are 10 stations in the regional network, two of them in Nevada. One-quarter of pre- and post-game shows on radio have been sold to returning sponsor Smiths Clothiers through Wenger/Michael Inc. The remainder of the commercial time is still open. Monte Moore is back as one of the announcers for the Athletics on both radio and TV. The new man on the announcing team, Harry Caray, was the voice of the St.



CHICAGO'S FAVORITE SWINGERS

That's the Cubs. And WGN Television has 'em for 144 games this year. We've been televising baseball so long, so well, that stations everywhere ask us for baseball-TV lessons.

WGN
TELEVISION · CHICAGO

There's no TV station like our TV station.

Louis Cardinals for 25 years before coming to Oakland.

Seattle Pilots

Major league baseball came to Seattle last season, but it enjoyed less success there than at any other expansion city in modern baseball. And the big question mark over the franchise ownership and its ultimate location has snagged radio-TV negotiations. Last season the Pilots attracted only 680,000 fans to the team's less than elaborate stadium. This year that stadium may be vacant altogether, with a new group trying to buy the baseball club having until last Friday (Feb. 6) to come with the financing needed to keep the team in Seattle. If a needed \$9 million (\$5.5 million in the first installment) isn't raised, the Seattle Pilots may become the pride of Milwaukee or Dallas-Ft. Worth. Such uncertainty is hampering KVI(AM) Seattle. The Golden West Broadcasters station has a six-year contract to cover the Pilots and there are still five years of rights remaining. This commitment, of course, loses its meaning if the team switches hometowns. Kvi, rooting hard for the fund raising, thinks it can have a good year with baseball broadcasts, better than last year when three quarters of play-by-play coverage was sold. This year, two advertisers, Standard Oil of California and Lorillard Corp., have renewed despite the problems. General Brewing, however, has dropped out. Everything else is open, including pre- and postgame plans. Explains a station spokesman: "It's not possible to go to advertisers with any kind of presentation on a contingency basis. Nobody wants to commit themselves." There were 50 stations on the KVI regional baseball network last season and here, too, the word is "wait and see." But again KVI is confident "that most of the people that were on the network are going to stay if the team stays." Jimmy Dudley and Bill Schonely, the two announcers in 1969, are scheduled to be back at the microphones. The future on TV for the Pilots has to be better than the past. Only one game was televised last season and it hardly represented a hint of necessarily better things to come. On Aug. 31, KING-TV Seattle telecast the Pilots in action from Detroit. But KING-TV reportedly has no current plans to handle regular telecasts.

NATIONAL LEAGUE EAST

Chicago Cubs

WGN-AM-TV Chicago is in its third year of the current three-year agreement and again will feed regional radio-TV networks. For radio, a schedule of 10 pre-

season games plus the regular season will be fed to a network of about two dozen stations. Radio announcers are Vince Lloyd and Baseball's new Hall of Fame selection, Lou Boudreau. The TV network is being packaged by WGN Continental Productions and will be fed by WGN-TV to a regional network of about 17 stations. The network package this year includes 37 games and Pabst, through Kenyon & Eckhardt, has renewed for one-third. Schedule on WGN-TV calls for 144 regular-season games plus two mid-season exhibition events. TV announcers are Jack Brickhouse and Lloyd Pettit.

Montreal Expos

Seven English-language and six French-language radio stations will broadcast the Montreal Expos' games in 1970. TV coverage on the Canadian Broadcasting Corp. is still being negotiated.

U.S. English-language radio stations are WEAV Plattsburgh, N.Y.; WIGS Gouverneur, N.Y.; WPDM Potsdam, N. Y. English-language stations in Canada are CFCF Montreal; CKPM Ottawa; CHAM Hamilton, Ont., and CKSL London, Ont. French-language stations are CKLM Montreal; CJSO Sorel, Ont.; CHEF Gramby, Que.; CKJL St. Jerome, Que.; CJLM Joliet, Que.; and CJMT Chicoutimi, Que.

Announcers for the English-language stations returning from last season are Dave Van Horne and Russ Taylor; and for the French-language stations, also returning, will be Jean Pierre Roy and Jean Paul Sarault. All are hired by the Expos.

Pregame and postgame shows also are scheduled on English and French-language outlets.

The Expo management, encouraged by a strong audience showing in 1969—said to be 35% of the total audience across Canada—expects even greater support this year and sponsors reportedly eager to buy time with radio and TV contracts expected to be signed within the next few weeks.

New York Mets

WOR-TV New York will be in the last year of a five-year contract with the 1969 world-champion Mets, colorcasting three exhibition and 117 regular-season games (42 road games). WOR-TV will feed to no other stations in the area. In addition to the 15-minute postgame show, *Kiner's Corner*, with Ralph Kiner, WOR-TV has added a half-hour pregame show, *Knot-Hole Gang*, with a host to be announced. Play-by-play action will again be called on radio and TV by Mr. Kiner, Lindsay Nelson and Bob Murphy. For the first year in the Mets' eight-year history all TV sponsor-

ship has been sold out prior to the start of the season. WJRZ(AM) Hackensack, N.J. will broadcast games for the fourth year of a five-year contract feeding to a minimum of 32 stations in the Mets Network in Vermont, Massachusetts, Connecticut, New York, New Jersey and Pennsylvania. This includes WHOM(AM-FM) New York, which will broadcast Saturday and Sunday games in Spanish.

WJRZ will cover all 162 regular-season games including 27 spring-training exhibition games and the "Mayor's Trophy Game", played against the New York Yankees for charity. A 20-minute pregame and 15-minute postgame show with WJRZ announcer Bob Brown will again be a feature of Mets broadcasts.

Philadelphia Phillies

For the 15th consecutive year, WFIL-TV Philadelphia will carry the Phillies games, telecasting 55 regular-season games (38 on the road) and two exhibition games, all in color. A three-station network in Pennsylvania, WNEP-TV Scranton, WLYH-TV Lebanon and WGAL-TV Lancaster, will take the feeds. Two pregame shows, one ten minutes with Bill White and the second five minutes with former baseball players Richie Ashburn and Tim McCarver, and a ten minute postgame show with Stan Hochman are planned. Play-by-play will be called on radio and TV by Bill Campbell, Byrum Saam and Mr. Ashburn.

In the third year of a four-year contract, WCAU(AM) Philadelphia will carry all 162 regular-season games and 20 exhibitions, feeding them to a 24-station network in New Jersey, Delaware and Pennsylvania. *On Deck Circle* a ten minute pregame show will be handled by Mr. Campbell and Mr. Saam and a ten minute postgame show *Star of the Game* will feature Mr. Ashburn.

Pittsburgh Pirates

The Pirates will again be covered by KDKA-AM-TV Pittsburgh. A total of 38 color telecasts, 20 in prime time, will include the opening-day ceremonies at Pittsburgh's new stadium. There are to be no televised exhibition games. On the other hand, all 162 Pirate games, will be covered by KDKA with 90 evening games preceded and followed by 10-minute pre- and postgame shows. All 15 exhibition games will be on radio.

KDKA will handle all production and technical angles itself using its own Gene Osborn, Bob Prince and Nellie King, to announce the play-by-play and game shows.

St. Louis Cardinals

KMOX(AM) St. Louis once again is feeding 20 preseason plus regular-season games to a regional network of some 100 stations packaged by the club and rights owner, Anheuser Busch, through Gardner Advertising, with Busch Bavarian beer taking half-sponsorship. DX Sunray, also through Gardner, takes one-third with the remainder sold by the stations locally. KMOX will carry two pregame and two postgame features which are sold to about three dozen local accounts over the season. KSD-TV St. Louis again will feed a package of 24 regular-season games to a regional TV network of about 20 stations. Anheuser Busch through Gardner again will buy one-fourth sponsorship with the other renewals not set. Announcers for both TV and radio are Jack Buck and Jim Wood.

NATIONAL LEAGUE WEST

Atlanta Braves

WSB-AM-TV Atlanta again will provide radio and TV coverage for the Braves regular-season and 10 exhibition games this year. With colorcasts of 20 games, half in primetime evenings and the other half on Sunday afternoons, WSB-TV will feed a six-state regional network. Radio will cover all the Braves' games including 10 preseason exhibition games from spring-training camp. Under the title of the Atlanta Braves Broadcast Network, selected games will go to stations in Tennessee, North and South Carolina, Georgia, Alabama and Florida. Calling the Braves games will be Milo Hamilton and Ernie Johnson, announcers employed by the baseball team. The Braves handle all game and media details on their own, packaging advertisers and using WSB stations as originating outlets.

Cincinnati Reds

WLW(AM) Cincinnati again will feed about 100 stations for the Wiedemann Brewing Radio Network. Wiedemann holds basic radio rights and, through Campbell-Mithun, will use part of the time for its own advertising, relinquishing parts to other noncompetitive sponsors. This year's schedule calls for about 20 exhibition games plus regular-season games. Radio announcers are Jim McIntyre and Joe Nuxhall. Hudepohl Brewing holds TV rights and as last year has sold one-half to WLWT-TV Cincinnati which is feeding a TV network package of 35 regular season games to a half-dozen stations. Hudepohl through Stockton-West-Burkhart sponsors one-half while WLWT has op-

tions for its half share from other advertisers. The TV network includes WLWD(TV) Dayton, WLWC(TV) Columbus and WHIZ-TV Zanesville, all Ohio, plus WLKY-TV Louisville and WLEX-TV Lexington, both Kentucky, and WLWI-TV Indianapolis. Ed Kennedy and Peeewe Reese are the TV announcers.

Houston Astros

The Astros will again be sewing up all of the game details themselves this year. With a total of 20 TV and 32 radio stations, including KTRK-TV Houston and KPRC(AM) Houston acting as originating stations, the Astros' 162 regular-season games and 18 exhibition games will be seen or heard in Texas, Louisiana, Arkansas and New Mexico. KDTV(TV) Dallas will assist with remote hook-ups. The voices of the Astros, as last year on radio and TV, will be Gene Elston, Harry Kalas and Loel Passe, all on the Astros' payroll. Both a pregame *Batter-Up* show and a postgame *Wrap-Up* broadcast are also planned.

Los Angeles Dodgers

The Dodgers, who long ago deserted the confines of Brooklyn for the riches of the West, have become the aristocrats of the game. This is confirmed by the front office of the Dodgers, which corrected earlier estimates of its radio-TV rights and now claims a soaring \$1.8 million as total revenues the club gets for its broadcast rights. This tops the New York Yankees, formerly in first place in the money league. The strength of radio in Southern California, Dodgers officials explain, is what accounts for the team's commanding top dollar for coverage rights. KFI(AM) Los Angeles is the radio outlet for the Dodgers for the 11th consecutive year. Besides carrying the full schedule of regular season and exhibition games, KFI will feed its coverage to a regional network of 12 stations. Pregame and postgame sponsors on both radio and TV are Pepsi-Cola Bottling Co. of Los Angeles (Brown, Clark, Elkus & Moses); Toyota Motor Distributors Inc. (Clinton E. Frank/West Coast); Knudsen Creamery Co. of California (Grey Advertising). The big change for the Dodgers this year could be on television. KTTV(TV) Los Angeles, which will be carrying the Dodgers for the 13th year, should be presenting its most extensive schedule of games ever. Until last year, the Dodgers would permit only road games in San Francisco to be televised back to Los Angeles. In 1969, this sparse schedule was doubled to include the nine games played in the new expansion market of San Diego. Now the Dodgers are asking TV advertisers

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to sponsor all Sunday road games, three games from spring training sites, and all games played in San Francisco. This proposed schedule, a total of 24 games, includes one or more games from each National League city, including telecasts from three new ball parks in Pittsburgh, Cincinnati and Philadelphia. The catch in this expansion plan is that it has to be approved by all of the advertisers of play-by-play coverage on TV. To date, half the sponsors have agreed to back the extended schedule, with word being awaited from the other two. If approval isn't forthcoming, an alternate plan would be for nine telecasts from San Diego to replace all of the Sunday telecasts. Vin Scully and Jerry Doggett, as in the past, will serve as the voices of the Dodgers on TV. The same pair will carry the bulk of the load on radio, but Mr. Scully, now a popular NBC-TV game show host, will get some time away from the radio broadcasts. He'll be replaced by Mike Walden, who'll broadcast 12 weekday spring exhibition games and 14 weekday road games during the regular season.

San Diego Padres

Last season, the San Diego franchise's first in the major leagues, was respectfully successful on radio but without muscle on television. KOGO-AM-TV San

Diego, which has a three-year contract for radio-TV rights to the Padres, is a prime NBC-TV affiliate and this condition caused problems with the TV schedule. Last year, KOGO-TV, with network clearance to be considered, was scheduled to televise six games, but only carried five. This year, faced with the continuing difficulty of clearing time to put enough games together to make the TV package effective, KOGO-TV sold its TV rights to 20 games to KCST(TV) San Diego, a non-network affiliated UHF station which would like to emphasize sports coverage. KCST, which also has purchased the rights to carry 20 or more TV games next season, will televise nine games from San Francisco and nine from Los Angeles. Mel Wheeler, president and general manager of the station, is still undecided as to when and where he will elect to televise the remaining two games of his 20-game schedule. Advertising support on television for the Padres is still uncertain at this point. As of last week, there were no contracts in the house for play-by-play coverage, but KCST was working to sell the same advertisers who would be sponsoring on radio. The radio advertisers have a right of first refusal for TV. There'll be pre- and postgame shows on TV, with Pepsi Cola Bottling Co. of San Diego, through Barnes-Champ/Advertising, backing the pregame program.

Postgame sponsorship is open. Pre- and postgame shows on radio, 10-minutes each, have been sold to Pepsi Cola Bottling Co. and to Harris & Frank men's retail stores (placed direct). Former Dodger Duke Snider will be doing color for radio and some of the play-by-play coverage for TV. Frank Sims and Jerry Gross, also returning from last season, are set for radio and may double up and announce on TV if there are no advertiser conflicts between the two broadcasts.

San Francisco Giants

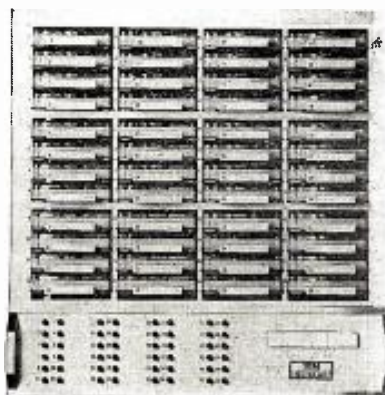
KTVU(TV) Oakland-San Francisco for the 10th year, and KSFO(AM) San Francisco for the 13th year, are dutifully carrying the baseball broadcasts but, for the most part, similar advertiser loyalty is lacking. Notable exceptions are Standard Oil of California, back for a 10th year, and Pacific Telephone & Telegraph, a three-time returnee as sponsors of play-by-play on radio, while Philip Morris and Household Finance are renewals for TV. In 1970, KTVU, while still limited to 19 telecasts, will be presenting 13 night games and six Sunday-afternoon contests. Beyond the usual nine from Los Angeles, there will be three from San Diego, two from Houston and one each from New York, Cincinnati and Atlanta. All telecasts, as per usual, will be of road games and will be in color. KSFO, associated with the Giants since the team came to San Francisco, will carry 162 regular-season games and 11 exhibition games. March 6 is when the station begins its schedule. One-quarter sponsorships each of pre- and postgame shows on radio have been sold to Western Air Lines (BBDO), Toyota Motor Distributors Inc. (Clinton E. Frank/West Coast) and Kilpatrick's Bakeries (J. Walter Thompson). At this writing one-quarter remains open. KTVU sells its TV coverage of play-by-play and presentation of pre- and postgame shows as a single package. Thus play-by-play sponsors will rotate and get portions of the peripheral programs. KSFO traditionally lines up a solid list of regional stations to carry the play-by-play. This network is still to be determined but it looks to be a sure 14 stations with additional stations in Alaska and Hawaii possibly joining in for special broadcasts. Russ Hodges and Lon Simmons are, as usual, the announcers on TV and Bill Thompson helps out on radio. Rick Weaver, sports commentator for KTVU, will handle some of the pregame work.

(The foregoing special report was compiled by Hazel Hardy, staff writer, New York, with reporting assistance from BROADCASTING bureaus in Washington, Los Angeles and Chicago.)

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